

APRIL 2022

GambleAware: Our impact

2021-2022

**Our vision: a society where everyone
is safe from gambling harm**



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Introduction

In 2021 we published our five year Organisational Strategy. The focus was clear – building a society where people are safe from gambling harm.



Now, one year on, we issue our first Impact Report, demonstrating the huge breadth of what we do and how we work with local delivery partners to tackle gambling harms and adopt a public health approach to prevent gambling harms across Great Britain.

Gambling is a popular leisure activity across Great Britain, but for too many adults and young people, it can cause serious harm. With the fallout from the pandemic, the cost-of-living crisis, and the shift to online gambling means there could be an increased risk of people experiencing gambling harms.

Tackling this requires an urgent public health approach. At GambleAware, we do this by embedding prevention and early intervention at all levels to reduce inequalities and ensure those most in need get the support that is right for them.

We commission a range of experts seeking to enable local action through a national framework that brings together a coalition of expertise to deliver targeted, innovative and effective prevention services that save lives.

I continue to advocate for work in partnership with many other organisations including the NHS, public health bodies, third sector and local authorities. Only by working together collaboratively to develop

and mobilise systems can we collectively reach the communities most at risk and prevent gambling harms across the three nations.

The imminent publication of the White Paper on the review of the 2005 Gambling Act will be a key moment signalling the level of reform required to prevent gambling harm – and to further strengthen these partnerships.

It is also a moment to review the way things are working right now. At GambleAware we are proud that we help a huge number of people, including the 5.4m [BeGambleAware.org](https://www.begambleaware.org) website visits and the 8,500 people who have been through our National Gambling Treatment Service in the last year alone. However, our data show that for every person who gets NGTS support each year, there are many hundreds of others that can benefit from additional support.

This is just one example of how much further there is to go. For this reason, we are calling on the Government to introduce a 1% mandatory levy of Gross Gambling Yield on the gambling industry as a condition of licence, with the proceeds to go towards research, treatment and prevention of gambling harms. The need for sustainable and increased funding will enable us, our partners and the NHS to go even further in tackling these harms.

In the meantime, we hope this report is of interest to you and helps to showcase our focus on, and expertise in, prevention – from research and education, to raising awareness, to intervention and identification at an early stage – as we work to build a future society where everyone is free from gambling harm.



Zoë Osmond
Chief Executive

Who we are

OUR VISION

A society where everyone is safe from gambling harms.

GambleAware is the leading charity working to keep people safe from gambling harms. We do this by leading public health campaigns and driving the transformation of treatment and prevention services. Every year we fund access to free, confidential treatment for nearly **12,000** people and over **41,000** calls to the National Gambling Helpline.

We are the principal commissioner of prevention and treatment services for gambling harms in Great Britain and are an independent charity guided by a Board of trustees, many of whom are experts from the NHS and public health.

GambleAware is a key delivery partner in the 'National Strategy to Reduce Gambling Harms'. This has been an effective mechanism to align the work of many organisations on the reduction of gambling harm as part of a coalition of expertise – the best way to ensure that support reaches those who need it. We are also an approved National Institute for Health Research (NIHR) non-commercial partner.

Gambling is a popular leisure activity across Great Britain. But for too many people it can become damaging and, in some instances, can have a huge impact on the lives of those who gamble, as well as on their loved ones.

A growing cost-of-living crisis and shift to online gambling means there is an increased risk of people experiencing gambling harms that remain unseen until an individual reaches a crisis point. Without action now, many more people and families could suffer financial problems, increased risk of mental health issues, family and relationship breakdown, job loss and homelessness.

To prevent this, an urgent focus on delivering a public health approach to gambling harms is required. We do this by making prevention of harm central to all we do, from research and education, to raising awareness, as well as intervention and identification at an early stage.

At GambleAware we are commissioning experts seeking to enable local action through a national framework that brings together

a coalition of expertise to deliver targeted, innovative and effective prevention services that save lives. We take a holistic approach which reflects the range of expertise across the NHS, local authorities and other third sector organisations. We embed prevention and early intervention at all levels, in order to reduce inequalities and ensure people get the support they need, which is right and specific to them and their needs, before they experience serious harm. We can only achieve this by reaching all communities and engaging at a local level to reduce gambling harm in a way that central government sometimes cannot.

Our commissioning work requires the right, fair funding in place to provide stability and the best-in-class solutions to prevent gambling harms. That's why we are calling on the Government

to introduce a mandatory, 1% levy of Gross Gambling Yield (GGY) on the gambling industry as a condition of licence.

Our programmes of work reflect the focus on public health and integration as set out in the NHS Long Term Plan. Our commissioning approach ensures service integration at a local as well as national level to ensure that people move seamlessly through services specific to gambling harm alongside other health and care services that meet other health needs.

Led by strategy and evidence, GambleAware is focused on outcomes-based decision making to meet our vision and to bring together public and third sector expertise to create a prevention and treatment network.

This means that we will:

Continue to generate robust, detailed, and independent evidence through our research, evaluation, and monitoring functions to broaden our knowledge of gambling harms and generate evidence of what works.

Use this information to inform the commissioning of education, prevention and treatment programmes that are effective, accessible, inclusive, and recognise barriers experienced by minority and stigmatised groups.

We are working to achieve our vision by:

- **Ensuring that gambling harms are clearly understood**
- **Collaborating to deliver a whole-system approach to prevent gambling harms**
- **Enabling people to access the advice, support and treatment they need**
- **Building and disseminating evidence-based learning and knowledge**

And our guiding principles for the future are clear:

1 **Supporting those most at risk by reducing inequalities**

The gambling industry must not be allowed to profit from the cost-of-living crisis affecting some of the Britain's most at-risk communities. Evidence suggests those from the most deprived communities are most at risk of gambling harms. As financial hardships accelerate the risks of experiencing gambling harm, dedicated messaging, education, treatment and support must be increased to prevent people from experiencing harm from gambling.

2 **Mandatory levy as a licence condition**

The industry should take the necessary and responsible steps to address and prevent gambling harms, by committing at least 1% of Gross Gaming Yield (GGY) to treatment, prevention and research. This should no longer be voluntary but instead be a mandatory levy.

3 **Prioritising prevention and support to reach all communities**

Most people experiencing gambling harm need early intervention through prevention and support programmes. Charities have a specific role to play, which enables local action within a national framework, to deliver locally led prevention and treatment services. This requires reaching all communities in a way government cannot, by tailoring to local need and reaching the most deprived communities. With over 90% of treatment for gambling harm accessed outside the NHS, this approach helps protect the service and allows the NHS to focus primarily on treatment for those with more complex needs.

4 Targeted, innovation-driven support

Our work is underpinned by independent, robust research and evaluation to understand gambling harms. This enables the creation and delivery of an agile, data-led, and innovation-driven approach to prevention and treatment.

5 A coalition of expertise

A coalition of expertise is needed to deliver the broad spectrum of research, prevention and treatment locally and nationally. Lived experience, the voluntary sector and NHS need to work together to achieve the same objective of preventing and mitigating gambling harms.

6 Investors must push for change

Investments in the gambling industry should be scrutinised through a Health, Environmental, Social and Governance lens in the same way as other harm-causing sectors. This will force long-term change in industry behaviour, ending products and practices that cause harm and help to create a society which is safe from gambling harm.

2021-22 in detail

Transforming the organisation

During 2021-22 GambleAware undertook a significant organisational transformation to deliver the ambition of its new Organisational Strategy by increasing capacity and capability. With a new senior leadership team now in place and new joiners from the NHS, Public Health England, and several third sector organisations, the charity's commissioning expertise and capacity is boosted to deliver an ambitious programme

of work. In addition to this, four new trustees with NHS, regulatory and third sector experience joined the Board of trustees in December 2021. We have an extremely robust system of governance process in place and are accountable to the Charity Commission, DCMS, DHSC, OHID and the Gambling Commission all recognise our integrity and independence and work closely with us on an array of key projects.

Our strategic approach to commissioning

GambleAware takes a strategic approach to commissioning services and working with partners to create a prevention and treatment network. This means:

- We procure a range of evidence-informed high-quality services based on need and demand in target populations
- We use robust governance process of procurement, monitoring and evaluation
- We provide service users with choice on when and how they access support
- We establish pilot and proof of concept services to prove what works best for whom
- We deliver regular reports, public accountability, and robust evaluation for a coherent programme of work.

Our Commissioning objectives

To get to where GambleAware expects to be in five years, we focus on delivering four commissioning objectives to be effective at helping to prevent gambling harms:

- 1 Increase awareness and understanding of gambling harms.**
- 2 Increase access to services and reduce gambling harm inequalities.**
- 3 Build capacity amongst healthcare professionals, social prescribers, debt advisers, faith leaders, community services and others so they are better equipped to respond to gambling harms.**
- 4 Deliver effective leadership of the commissioning landscape to improve the coherence, accessibility, diversity, and effectiveness of the National Gambling Treatment Service.**

Case Studies - Public Health Campaigns

In 2017 GambleAware commissioned its first ever campaign designed to raise awareness of the harms that gambling can cause. Following this, in 2018, the charity produced the BetRegret campaign, designed to raise awareness of the support available for regular male bettors who frequently gamble on sport online.

Since then, GambleAware has made significant investment into evidence based, awareness and behaviour change campaigns, recognising that prevention and early intervention are the most effective ways to tackle gambling harms.

Case study 1: Safer Gambling Campaign



Since 2018, GambleAware has run the **BetRegret** campaign, focused on raising awareness of gambling harms among young men aged 18–34 who gamble regularly on sport online.

Year 1 saw a TV campaign that described the universal feeling of remorse sports bettors often experience when they make an impulsive bet – the kind of bet that bettors say they will know they will kick

themselves for the moment they made it. The goal is to drive self-reflection and help their friends and partners recognise the warning signs of Bet Regret.

Year 2 introduced a behaviour change technique encouraging people to pause and reconsider before they place a bet they may regret (i.e., to Tap Out, take a moment, and avoid Bet Regret).

Impact

✓ **60%** campaign recognition

Over the past 2 years, campaign recognition has averaged over 60% amongst the broader target audience of younger male sports bettors, rising to 77% amongst those in the highest risk band at the latest wave (Tracking study, Sept 2021).

✓ **37%** of campaign audience

This has translated into behaviour with 37% of our campaign audience currently saying they try to 'tap out' of their app before deciding to place a bet; rising to 50% of those in the highest risk band (Tracking study, Sept 2021).

Case study 2: Women's campaign



In January 2022, GambleAware launched the first ever **gambling harms awareness campaign focused on women**.

Gambling participation online has grown among women over the past five years, with a similar growth in the numbers of women seeking help (from Gambling Commission, 2021 data). Latest estimates show that up to 1 million women in Great Britain are at risk of harms (PGSI 3+) (NGTS Annual

statistics, 2020/21). Women are also seeing 18.5 gambling ads per week on average (Goodstuff media report, 2020). Evidence shows that women's gambling is different from men's, with stigma more of a barrier in seeking help.

Women also engage more with online bingo and online slots compared to gambling men engage in. Therefore, a campaign approach tailored to women was needed.

Impact

Although the evaluation is still in progress, early results are encouraging. The campaign launched 31 January 2022, and in the first week the campaign received widespread coverage across broadcast,

national print and online, consumer, regional, marketing trade, and gambling trade. This includes BBC News, You and Yours, BBC Breakfast, Good Morning Britain, and Sky News.

Between its launch and 3 April 2022 there has been:

✓ **54%** campaign recognition

Over half of the target audience recognise the campaign (54%)

✓ **49%** claimed to take action

Among those who recognised the campaign, half (49%) claimed to take any action as a result of seeing it

✓ **77%** identified campaign message as sign of losing control

The KPI for identifying “losing track of time/ money while gambling” as signs of losing control (a key campaign message) grew significantly over the campaign period (72% to 77%).

✓ **22%** more visits to website

Visits to the BeGambleAware.org website grew by 22% in the week of the campaign launch. Overall, there have been over one million visits to the website since the campaign launched

✓ **1500+** pieces of media coverage

The campaign media coverage reached an estimated 210.8m people

✓ **74.5m** impressions

To date digital media has delivered around 74.5m impressions, partnerships 1.8m impressions, and TV 15.9m impressions

✓ **3+** years digital mentions

Digital mentions of keywords relating to female gambling rising to their highest levels for at least 3 years in the 24 hours following the campaign launch

Case study 3:

National Gambling Treatment Service



Is gambling always on your mind?

Our experts help thousands of people every month gain more control of their gambling. For free and confidential advice chat to us online or over the phone today.

begambleaware.org/ngts
0808 8020 133

 Live Chat

National Gambling Treatment Service

This campaign first launched in March 2020 and was targeted at men aged 25–55 years, and ran across digital, radio, print media, and out of home channels.

The campaign draws upon the insight that people with people experiencing gambling harm feel disconnected from their family

Impact

Highlights from previous campaign monitoring show that total awareness of the service now stands at 20% of all high-risk male gamblers, and 23% of the important audience of affected others (tracking study, August 2021). There is a notable rise in the number of high-risk male gamblers attempting to change their gambling behaviour who say they have used the National Gambling Treatment Service (NGTS) or National Gambling

and friends and is based on promoting confidence that treatment is easy to access and will help them overcome their struggles with gambling. The most recent burst of activity is targeted at both men and women (aged 25–55 C2DE) and will be live between 22 March to 10 May.

Helpline (34% in August 2021 compared to 24% in February 2021) (Tracking study, August 2021).

As with the women's campaign, we are conducting a comprehensive evaluation framework for the latest campaign burst, bringing together various data sources to prove impact. Although the campaign is still in progress, early results show:

✓ **74%** campaign recognition

Recognition for the campaign continues to grow wave on wave, increasing from 60% in April 2020 to 74% amongst high-risk men in August 2021 and 79% amongst affected others

✓ **4%** increase in website traffic

The addition of NGTS campaign activity to the women's campaign pushed weekly website traffic up by 64% compared to the week before women's campaign launch.

✓ **27%** would contact the NGTS

The proportion of men at high risk who would contact the NGTS has increased from 13% to 27%

✓ **2261%** increase in website visits

Visits to the NGTS-specific page of our website increased to 74,075 on the second week after launch, a 2,261% increase compared to the week before launch (3,138).

✓ **34%** say they have used the NGTS

Increase in the number of high-risk men attempting to change their gambling behaviour who say they have used the NGTS from 24% to 34% in August 2021

✓ **1100+** pieces of media coverage

Despite a challenging media landscape, over 1100 pieces of coverage were secured. Of these 156% landed our core message with key words on social media relating to gambling harm spiking on launch day. The coverage secured resulted in an estimated 48.7m reach from broadcast, national, consumer, gambling trade, marketing trade, regional and international publications.

Case Studies - Education Programmes

Over the past decade, the environment for gambling and the way children and young people are exposed to it has changed significantly. This could lead to an increased risk of experiencing a range of gambling harms that may impact children, young people and vulnerable adults psychologically, financially and physically. To prevent this, GambleAware commissions a range of programmes with an focus on delivering a public health approach. These programmes reflect the expertise across a range of organisations within public health, local authority and charities with experience in delivering prevention services.

Case study 4: Scottish Gambling Education Hub



GambleAware commissioned Fast Forward to create the Scottish Gambling Education Hub in 2018. The programme ran for three years, and the grant awarded was over £700,000.

The Scottish Gambling Education Hub provides a preventative and educational programme addressing youth gambling and gambling harms through training, consultancy, and resources for organisations working with children, young people and families.

The Scottish Gambling Education Hub was independently evaluated over a period of two years and the full evaluation was published in April 2022. Due to the success of the Gambling Education Hub, the programme has since been recommissioned for an additional three years.

Impact on children & young people

✓ **15000+**

secondary school pupils

Over 15,000 secondary school pupils were reached in over 60 schools through theatre performances, which received overwhelmingly positive feedback

✓ **2500**

young people

A film made about one of the productions was streamed by schools, reaching a further approx. 2,500 young people

✓ **65**

gambling awareness workshops

65 gambling awareness workshops delivered to 595 young people

Overall, young people reported feeling:

✓ **Better informed**

about gambling risks for them and others

✓ **More aware**

of available support resources and services

✓ **Open to talking**

with peers and family about gambling harms and responses

Impact on practitioners and local networks

✓ **3000** practitioners

3,000 practitioners were provided with training across 550 organisations and all 32 local authorities in Scotland

✓ **176** practitioners

176 practitioners attended Scottish Gambling Education Network events

✓ **5000** Toolkit downloads

The Gambling Education Toolkit has been downloaded approx. 5,000 times since 2019

✓ **1700+** newsletter subscribers across Scotland

✓ **32** local authorities

All local authorities in Scotland were reached by the Hub's work

Practitioners were:

✓ **3x** more likely to feel confident to identify the signs of gambling harm

✓ **3x** more likely to feel confident to signpost young people to support

Case study 5:

Citizens Advice (CA) England and Wales – Gambling Support Service England and Wales



The Gambling Support Service in England and Wales was delivered by Citizens Advice offices across the two nations between October 2018 and March 2021, reaching directly into local communities in 12 regions. The grant awarded was £1.5 million.

Across the Citizens Advice network in England and Wales the project delivered gambling harms training and client support, as well as awareness raising and engagement.

As part of this, it offered capacity building to debt-advice professional via training for external advice giving organisations and

training and eLearning exclusive to the Citizens Advice network.

The project was independently evaluated in June 2021. The full Impact and Process Evaluation reports can be found on our website¹.

GambleAware recommissioned **Citizens Advice England and Wales** for the period 2021–2024. The project is 'Action on Gambling Harm' and will be managed by National Citizens Advice with an aim of centralising and embedding the identification and response to gambling harms, including training, awareness

¹ https://www.begambleaware.org/sites/default/files/2021-06/Evaluation_of_the_Gambling_Support_Service_England_Wales_%28GSSEW%29_FINAL.pdf

raising, and promotion through social media. In addition, there will be a focus on more effective data collection to contribute to the evidence base of gambling related harms.

In addition, GambleAware commissioned **Gambling Support Service Scotland** to run an initial two-year project from April 2020 – March 2022 with a grant award of nearly

£400,000. A new agreement will be in place for three years from April 2022.

The project delivers gambling harms training and client support across the Citizens Advice Scotland network and to external advice-giving organisations. The project is currently being independently evaluated, with the results due to be published in summer 2022.

Impact

✓ **8620** professionals trained
through 858 training sessions

✓ **35,200+** people screened

Citizens Advice screened 35,286 people for gambling harms, leading to 228 full assessments, and 179 people referred to the NGTS for treatment

✓ **2150** Citizens Advice staff
completed e-learning modules.

Citizens Advice England & Wales's expertise in providing client support for sensitive issues, along with their respected role in the community, allowed them to **identify and support** clients at risk of or experiencing gambling harms.

The training **identified** a perceived stigma around conversations about gambling harms was found to be a barrier to screening.

Outcomes (April 2020-December 2021)

✓ **1850** participants

took part in 216 training sessions

✓ **95%** satisfaction rate

Case study 6:

A Gambling Competency Framework for Primary Care: Improving awareness and responsiveness from Primary Care to gambling harms

This framework commissioned by GambleAware is led by the Primary Care Gambling Service (through the Hurley Group Practice). It seeks to address the gaps in raising patient awareness and clinician confidence in the support problem gamblers can receive through, the primary care pathway. It represents an opportunity to support individuals/families from the trauma that gambling harm brings.

GambleAware has now commissioned the delivery of the Primary Care Gambling Service for up three years from April 2022. The service delivers a GP led, primary care based, integrated-intermediate service, providing a range of interventions, including prescribing, psychological

treatments, assessment, and case management while ensuring close liaison with general practice teams. This will form a bridge between existing community and specialist-based services and the National Gambling Treatment Service.

Framework output

The main output of the framework includes a curriculum of educational requirements and a training programme to equip the primary care team with the appropriate skills and knowledge.

Case Studies - Treatment Services

In order to provide a comprehensive network of treatment services who work together to support those experiencing gambling harm, GambleAware commissions the services under its National Gambling Treatment Service umbrella, including its 24/7 Helpline service. In 2021 GambleAware awarded grants of nearly £13 million on treatment and support.

Case study 7: National Gambling Treatment Service

The National Gambling Treatment Service Brings together the National Gambling Helpline and a network of locally-based providers across Great Britain. It delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist led care. In partnership with gambling treatment providers, GambleAware is building:

- **a coherent system of treatment and intervention services** through its commissioning decisions,
- including **clearly defined care pathways** and **established referral routes** to and from the NHS.

Since 2015, **41,469²** people have been treated through the National Gambling Treatment Service.

For the period March 2021-March 2022, GambleAware funded the National Gambling Treatment Service through grants and Commissioned Services agreements to the following treatment and support providers³:

- GamCare and its partner network, offering online treatment by therapist over 8 weeks, one to one therapeutic treatment for those experiencing gambling harms directly or as affected others, Gambling Recover group courses and the Helpline

² 2020-2021: 8490 treated, 2019-2020: 9,008, 2018-2019: 7,675, 2016-2017: 8808, 2015-2016: 7488

³ GamCare and a network of 15 other service providers across Great Britain - £8,347,197, Leeds & York Partnership NHS Foundation £698,340, CNWL NHS Foundation Trust - £1,516,606, Gordon Moody Association - £1,099,712.

⁴ <https://www.begambleaware.org/news/gambleaware-publishes-202021-national-gambling-treatment-service-annual-statistics>



- Gordon Moody, offering residential treatment, recovery housing, and retreat and counselling programme
- Central and North West London NHS Foundation, offering treatment for gambling harms especially those experiencing more severe harms and co-morbid conditions
- NHS Northern Gambling Service (provided by Leeds and York Partnership NHS Foundation Trust), offering treatment for gambling harms especially those experiencing more severe harms and co-morbid conditions
- Adferiad Recovery offering residential rehabilitation for patients with complex need.

GambleAware published its latest Annual Statistics⁴ in November 2021.

In March 2022, NHSE announced the decision to fund all its own gambling clinics, including the CNWL NHS National Problem Gambling Clinic which had been funded jointly by GambleAware since 2008, as well as the NHS Northern Gambling Service since 2019. We look forward to continuing close collaboration with statutory services and local providers across the three nations to treat gambling disorder.

Impact 2020-21

✓ **75%** of clients

contacting the service received their first appointment within 8 days (50% within 3 days)

✓ **8400+** people

received structured treatment during the 2020/21 period

✓ **74%** of clients completed treatment

(compared to 59% in 2015/16)

✓ **92%** people

people who completed their scheduled treatment improve their condition through a reduction to their Problem Gambling Severity Index score

✓ **70%**

of those who started treatment as 'problem gamblers'[3] were no longer defined as such on the PGSI scale at end of scheduled treatment[4]

✓ **600** people

Due to increased demand over the last 12 months additional funding was provided to Gordon Moody to double their capacity for treatment across their services. Funding was also given for a wraparound programme of work which provides support for people through the treatment application process, whilst they are waiting for treatment as well as post treatment. This section of the service worked with over 600 people over the last year.

Case study 8:

National Gambling Helpline



The National Gambling Helpline was commissioned by GambleAware in 2015 and since 2019 has operated 24 hours a day, 7 days a week. Callers to the Helpline are supported through the provision of confidential advice and information and referral to additional services within the National Gambling Treatment Service and the NHS. Contact options include calls, webchat text and WhatsApp.

Impact

✓ **41,000** Helpline calls

In 2021, the Helpline received over 41,000 calls from those affected by gambling harms and by those wishing to support them or to request advice about GamCare's services.

Case study 9:

Peer Aid: Lived Experience Peer Support Service

Peer Aid is a GamCare and BetKnowMore partnership project, and is National Gambling Treatment Service pathway peer support service. It is designed to be a 'therapeutic alliance' between peer support and clinical treatment, providing training and support to people with lived experience of gambling harms to become Peer Supporters to individuals referred

during their National Gambling Treatment Service treatment.

The project was commissioned by GambleAware in 2019 for four years. The successful achievement of short-term outcomes lead to a significant increase in funding in March 2022 to expand provision.

Case Studies - Research and Evaluation

GambleAware's work is underpinned by independent, robust research and evaluation. Our focus on better understanding the pervasiveness and complexity of gambling harms as well as the nuance of barriers to access to support across society enables the identification of gaps in treatment and support. This includes research on gambling and children and young people. Evaluating key commissioned services allows continued learning for improvement.

Broadly, in research, evaluation and monitoring functions, we seek to:

- **Understand the landscape**
- **Understand communities and barriers to treatment and support**
- **Understand what works**
- **Monitor effectiveness of campaigns.**

In addition to funding **PhD programmes**, GambleAware is also committing £4 million to fund first-of-its-kind **Academic Research Hubs** in 2022, significantly expanding academic research capacity.

The research we commission is undertaken by multidisciplinary teams led by academic institutions, including Russell Group universities and academics, international academic experts, renowned agencies including Ipsos MORI, NatGen and YouGov, as well as networks representing communities of people with lived experience of gambling harm.

Case study 10:

Annual GB Treatment and Support Survey and GB Maps

Annual GB Treatment & Support Survey 2021⁵ is the third population level survey commissioned by GambleAware. The survey explores the usage of treatment and support services among gamblers, and those affected by another's gambling. The study also explored motivations and barriers in relation to seeking treatment or support. This formed part of a wider research initiative to examine gaps and needs that exist within all forms of treatment and support services for those experiencing gambling harms and those affected by another's gambling.

In total, 18,879 adults in Great Britain were surveyed, including 2,294 PGSI 1+⁶ gamblers, and 2,345 adults from ethnic minority communities. Data were then weighted by age, gender, UK region, socio-economic group and ethnic group,

to make the sample more representative of the GB adult population.

We also identified a gap in evidence relating to the geographical distribution/variation of gambling harms prevalence, and the level of usage and reported demand for treatment and support amongst people experiencing gambling harm. Using data from the first survey in 2020, we created the interactive **GambleAware GB Map⁷** to serve as a resource that would be beneficial to national and local public health teams and healthcare commissioners in building their understanding of gambling in their local authority area. The map provides three layers of data based on PGSI score, treatment and support usage and demand for treatment and support based on PGSI score.

Impact

✓ **45 in-depth local analysis**

produced to inform local decision making

✓ **Interactive tool**

The interactive maps have become a useful tool enabling local authorities to plan their public health strategies and resources to help prevent gambling harm

✓ **Innovative research**

To support innovative research the survey data has been made freely available for secondary data analysis and new knowledge creation by academics and researchers via the Consumer Data Research Centre (University College, London)

⁵ <https://www.begambleaware.org/sites/default/files/2022-03/Annual%20GB%20Treatment%20and%20Support%20Survey%20Report%202021%20%28FINAL%29.pdf>

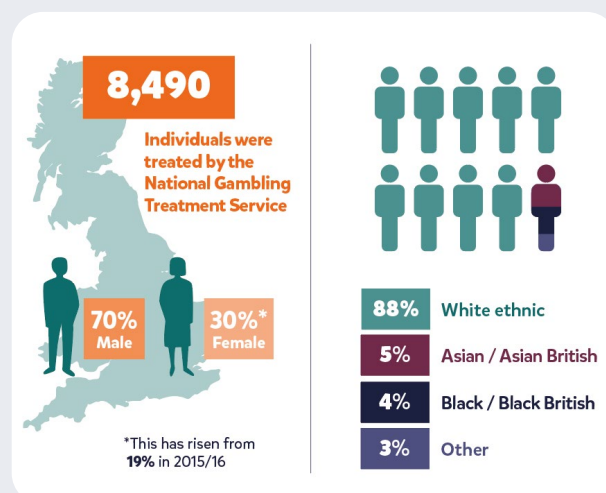
⁶ The Problem Gambling Severity Index (PGSI) measures self-reported levels of gambling behaviour which may cause harm to the gambler. The PGSI consists of nine items ranging from 'chasing losses' to 'gambling causing health problems' to 'feeling guilty about gambling'. PGSI 1-2: Low-risk (gamblers who experience a low level of problems with few or no identified negative consequences). PGSI 3-7: Moderate-risk (gamblers who experience a moderate level of problems leading to some negative consequences) PGSI 8+: Problem gambler (gamblers who gamble with negative consequences and a possible loss of control)

⁷ <https://www.begambleaware.org/gambleaware-gb-maps>

Case study 11: Annual Statistics and Data Reporting Framework (National Gambling Treatment Service)

We produce **Annual Statistics from the National Gambling Treatment Service**⁸ which summarises information on clients of National Gambling Treatment Service agencies and provides details of client characteristics, gambling activities and history, and treatment receipt and outcomes.

The collection of data on clients receiving treatment from the National Gambling Treatment Service is managed through a nationally co-ordinated dataset known as the **Data Reporting Framework** (DRF), initiated in 2015. Individual treatment services collect data on clients and treatment through bespoke case management systems. The DRF is



incorporated into each of these systems. The DRF constitutes a co-ordinated core data set, collected to provide consistent and comparable reporting at a national level.

By combining figures from individual GambleAware funded treatment services into a National Gambling Treatment Service-wide dataset, new opportunities are afforded to better understand, amongst the treatment population:

- The scale and severity of gambling harm
- Demographics and behavioural characteristics of those accessing help
- Treatment progression and outcomes.

Impact

✓ Help with local planning

Data requests from the DRF are regularly made by local authorities to help with local planning

✓ Inform policy

As the only available core data set on treatment for gambling harm, DRF data has been used by DHSC to inform policy

⁸ <https://www.begambleaware.org/news/gambleaware-publishes-202021-national-gambling-treatment-service-annual-statistics>

Case study 12:

Children and Young People

GambleAware has commissioned five important research studies on children and young people since 2019. We include them all here because building evidence which informs policy takes time to make an impact.

- **Ipsos MORI, 2020, Final Synthesis Report – The effect of gambling marketing and advertising on children, young people and vulnerable adults.**
- **Measuring gambling-related harms among children and young people A framework for action, 2019.**
- **Children and Young People's Gambling: Research Review 2016**
Hollén, L., Dörner, R., Griffiths, M.D. et al. Gambling in Young Adults Aged 17–24 Years: A Population-Based Study.
- **A longitudinal study of gambling in late adolescence and early adulthood: the ALSPAC Gambling Study 2019**
Emond et al.
- **Lifting the Lid on Loot-Boxes: Chance-Based Purchases in Video Games and the Convergence of Gaming and Gambling 2021.** Close, J., and Lloyd, J.

Impact

✓ New rules for gambling ads

Informed by our research 'The effect of gambling marketing and advertising on children, young people and vulnerable adults' the Committee for Advertising Practice (CAP) announced on 5 April the introduction of new rules for gambling ads as part of their commitment to safeguarding young people and vulnerable audiences

✓ Significantly impact gambling advertisers

These rules will significantly impact gambling advertisers looking to promote their brands using prominent sports people and celebrities as well as individuals like social media influencers, who are of strong appeal to those under-18

✓ Informed annual survey

Our study 'Measuring gambling-related harms among children and young people A framework for action, 2019' informed the questions included in Gambling Commissions's annual survey amongst 11–16 year olds.

Looking ahead to 2022/23

Since launching our Organisation Strategy in April 2021, GambleAware continues to have its four commissioning objectives at the heart of all we do:

- 1 Increase awareness and understanding of gambling harms**
- 2 Increase access to services and reduce gambling harm inequalities**
- 3 Build capacity amongst healthcare professionals, social prescribers, debt advisers, faith leaders, community services and others so they are better equipped to respond to gambling harms**
- 4 Deliver effective leadership of the commissioning landscape to improve the coherence, accessibility, diversity, and effectiveness of the National Gambling Treatment Service.**

With over half of our annual budget supporting existing and new programmes that meet these objectives, including:

- major prevention campaigns for women and men which will continue to deliver against existing NGTS commitments and support prevention in the wider population as well as our targeted approach to those at risk/being harmed
- the development of new commissioning arrangements that will support the delivery of a transformed NGTS. Our new Outcomes Framework and Delivery Model for the NGTS was developed in 2021/22 and its implementation will accelerate our ability to support local communities and provide support to those at risk of gambling harm
- launch of the Academic Hub
- the implementation of Education Hubs in England and Wales
- harms awareness training being rolled out to the target groups.

In addition to the above programmes of work, new commissioning activity for 2022/23 will focus on major new programmes with a specific focus on four key emerging themes:

Treatment & Prevention Innovation

To increase access to early intervention, support and treatment to population groups that experience barriers to access. To do this we will work with a wider range of delivery partners and providers that provide culturally competent services and work collaboratively with their communities.

Children and Young People

To develop a multi-year commissioning plan across all four commissioning objectives to ensure that GambleAware delivers on its commitment to Children and Young People through a comprehensive plan based on a deep understanding of the different needs within Children and Young People relating to gambling related harm.

Mobilising Local Systems

To increase the number of local systems on taking action on gambling related harm through the development of data and tools that can be readily used to create the case for change at a local level. So that delivery partners are able to act as leaders in gambling harm prevention, early identification and support in their local systems through improved partnership with non-gambling related harm organisations.

Stigma

By undertaking a major campaign across the entire population to increase awareness of gambling harm we want to reduce the barriers to people accessing the support they need.

GambleAware

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About GambleAware:

GambleAware is the leading charity (Charity No. England & Wales 1093910, Scotland SC049433) commissioning the transformation of treatment and prevention services, leading public health campaigns and keeping people safe from gambling harms.

Gambling can harm people and their families financially, psychologically and physically. GambleAware works in close collaboration with leading organisations and experts including the NHS, government, local authorities and gambling treatment providers, to ensure that people get the information, support and treatment they need.

Every year GambleAware funds access to free, confidential treatment for nearly 12,000 people and over 41,000 calls to the National Gambling Helpline.

For further information about GambleAware, or the content of this report, please contact [**info@gambleaware.org**](mailto:info@gambleaware.org)

